



WTVD-TV

411 Liberty Street

Durham, NC 27701

INNOVATIVE ADVERTISING INC.

ATTN: ACCOUNTS PAYABLE

4250 HWY 22, SUITE 7

MANDEVILLE, LA 70471



WTVD-TV  
411 Liberty Street  
Durham, NC 27701

# INVOICE

Remit To: WTVD-TV/ABC Inc.  
PO Box 404887  
Atlanta, GA 30384-4887

PAGE: 1

BILL TO:  
INNOVATIVE ADVERTISING INC.  
ATTN: ACCOUNTS PAYABLE  
4250 HWY 22, SUITE 7  
MANDEVILLE, LA 70471

REP: NATIONAL/PHILADELPHIA  
SLSP: CLIFFORD, ANNE  
ADV: CHAD BAREFOOT CAMPAIGN  
PROD: CHAD BAREFOOT CAMPAIGN SD 18  
TITLE: 247422

INVOICE NUMBER: 61-200061896 ON-DEMAND: 11/06/2012  
ORDER NUMBER: 403867 ORDER/REV TYPE: POLITICAL/CASH  
AGENCY CPE : E: 1032  
ESTIMATE#: 1032  
SCHEDULE DATES: 10/27/2012 - 11/06/2012 AGY#/ADV#: 11360/26731  
BILLING CYCLE: ON DEMAND DATE: 11/06/2012

SCHEDULE					ACTUAL BROADCAST								ADJUSTMENT
LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
1	10/29 - 11/04	09:00A-10:00A	125	5	10/29	MO	09:38A	:30		NC18SCHOOL2	125		
					10/30	TU	09:59A	:30		NC18SCHOOL2	125		
					10/31	WE	09:43A	:30		NC18SCHOOL2	125		
					11/01	TH	09:36A	:30		NC18SCHOOL2	125		
					11/02	FR	09:23A	:30		NC18SCHOOL2	125		
2	11/05 - 11/06	09:00A-10:00A	125	1	11/06	TU	09:50A	:30		NC18EDUCATION	125		
3	10/29 - 11/04	12:00P-12:30P	250	5	10/29	MO	12:29P	:30		NC18SCHOOL2	250		
					10/30	TU	12:26P	:30		NC18SCHOOL2	250		
					10/31	WE	12:25P	:30		NC18SCHOOL2	250		
					11/01	TH	12:11P	:30		NC18SCHOOL2	250		
					11/02	FR	12:26P	:30		NC18SCHOOL2	250		
4	11/05 - 11/06	12:00P-12:30P	250	1	11/06	TU	12:12P	:30		NC18EDUCATION	250		
5	10/29 - 11/04	06:00P-06:30P	750	3	10/30	TU	06:29P	:30		NC18SCHOOL2	750		
					10/31	WE	06:10P	:30		NC18SCHOOL2	750		
					11/01	TH	06:11P	:30		NC18SCHOOL2	750		
6	11/05 - 11/06	06:00P-06:30P	750	1	11/05	MO	06:24P	:30		NC18SCHOOL2	750		
7	10/29 - 11/04	07:00P-07:30P	1,400	4	10/29	MO	07:21P	:30		NC18SCHOOL2	1,400		
					10/30	TU	07:21P	:30		NC18SCHOOL2	1,400		
					11/01	TH	07:15P	:30		NC18SCHOOL2	1,400		
					11/02	FR	07:25P	:30		NC18SCHOOL2	1,400		

Agency (including Buying Services) and Advertiser are jointly and severally liable for payment of Commercial Announcements and services rendered by the Station. The actual broadcast information on this invoice was taken from the program log.

\* All times based on EST

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8	11/05 - 11/06	07:00P-07:30P	1,400	1	11/05	MO	07:05P	:30		NC18SCHOOL2	1,400		
9	10/29 - 11/04	11:00P-11:35P	750	5	10/29	MO	11:28P	:30		NC18SCHOOL2	750		
					10/30	TU	11:26P	:30		NC18SCHOOL2	750		
					10/31	WE	11:34P	:30		NC18SCHOOL2	750		
					11/01	TH	11:14P	:30		NC18SCHOOL2	750		
					11/04	SU	11:22P	:30		NC18SCHOOL2	750		
10	11/05 - 11/06	11:00P-11:35P	750	1	11/05	MO	11:34P	:30		NC18SCHOOL2	750		
12	10/29 - 11/04	06:00A-07:00A	150	1	11/03	SA	06:26A	:30		NC18SCHOOL2	150		
13	10/29 - 11/04	06:00A-07:00A	500	6	10/29	MO	06:24A	:30		NC18SCHOOL2	500		
					10/30	TU	06:55A	:30		NC18SCHOOL2	500		
					10/31	WE	06:45A	:30		NC18SCHOOL2	500		
					11/01	TH	06:00A	:30		NC18SCHOOL2	500		
					11/01	TH	06:46A	:30		NC18SCHOOL2	500		
					11/02	FR	06:39A	:30		NC18SCHOOL2	500		
14	11/05 - 11/06	06:00A-07:00A	500	2	11/05	MO	06:45A	:30		NC18SCHOOL2	500		
					11/06	TU	06:15A	:30		NC18EDUCATION	500		
15	11/05 - 11/06	05:00P-05:30P	600	1	11/05	MO	05:16P	:30		NC18SCHOOL2	600		
16	10/29 - 11/04	05:30P-06:00P	750	5	10/29	MO	05:40P	:30		NC18SCHOOL2	750		
					10/30	TU	05:45P	:30		NC18SCHOOL2	750		

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LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
16	10/29 - 11/04	05:30P-06:00P	750	5	10/31	WE	05:43P	:30		NC18SCHOOL2	750		
					11/01	TH	05:44P	:30		NC18SCHOOL2	750		
					11/02	FR	05:53P	:30		NC18SCHOOL2	750		
17	11/05 - 11/06	05:30P-06:00P	750	1	11/05	MO	05:54P	:30		NC18SCHOOL2	750		
18	10/29 - 11/04	08:00P-10:00P COMMENT: DWTS 2	4,000	1	10/29	MO	07:59P	:30		NC18SCHOOL2	4,000		
19	11/05 - 11/06	08:00P-10:00P COMMENT: DWTS 2	4,000	1	11/05	MO	09:40P	:30		NC18SCHOOL2	4,000		
20	10/29 - 11/04	08:00P-09:00P COMMENT: DWTS 2	3,000	1	10/30	TU	07:59P	:30		NC18SCHOOL2	3,000		
22	10/29 - 11/04	03:30P-07:00P	1,400	1	11/03	SA	05:13P	:30		NC18SCHOOL2	1,400		
23	10/29 - 11/04	10:00P-11:00P COMMENT: NASHVILLE 2	1,500	1	10/31	WE	10:41P	:30		NC18SCHOOL2	1,500		
24	11/06 - 11/06	05:58A-07:00A	500	1	11/06	TU	06:54A	:30		NC18EDUCATION	500		
25	11/06 - 11/06	05:00A-05:30A	325	1	11/06	TU	05:08A	:30		NC18EDUCATION	325		

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PERIOD GROSS COST PER ORDER CONFIRMATION: 40,725.00					TOTAL UNITS: 50		ACTUAL GROSS BILLING: 40,725.00					TOTAL ADJUSTMENTS: 0.00	
							AGENCY COMMISSION: -6,108.75						
							NET DUE: 34,616.25						

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